

THE HONG KONG POLYTECHNIC UNIVERSITY

COMMUNICATIONS AND PUBLIC AFFAIRS OFFICE

Post Specification

Senior Manager, Communications and Public Affairs (Branding and Marketing) (Ref. 22040708-IE)

Duties

The Branding and Marketing Division is now seeking a high calibre individual to help advance the University's reputation among target stakeholders and strengthen the PolyU brand image both locally and globally. The successful candidate would be experienced in bringing brand purpose to life and is deeply passionate about branding. The responsibilities of the Senior Manager, Communications and Public Affairs include formulating and driving strategic branding and marketing campaigns, enhancing the University's online presence, overseeing event management and carrying out other initiatives that establish and promote PolyU's brand.

The appointee will be required to:

- (a) develop brand strategy plans, including brand positioning, messaging, expression and engagement;
- (b) implement branding concepts in multimedia marketing campaigns and oversee them to completion;
- (c) own the development and promotion of the brand narrative and related content;
- (d) write and design unique and well-crafted branding manifestos and copies for a wide variety of marketing and promotional initiatives;
- (e) collaborate with faculties and departments to promote the University's brand through digital/social media platforms, institutional events and visits;
- (f) oversee the design, production and promotion of the University's branded items such as souvenirs; and
- (g) perform any other duties as assigned by the Director of Office or her delegates.

Qualifications

Applicants should have:

- (a) a recognised degree;
- (b) at least ten years of solid experience in related areas of work;
- (c) deep passion about branding and generating creative storytelling ideas and the capability to lead execution of these ideas;

- (d) experience working at branding agency or multinational corporations as in-house branding lead and helped numerous brands bring their brand purpose to life;
- (e) experience in digital/social media management, multimedia presentation, event management and with strong writing, analytical and problem-solving skills;
- (f) an excellent command of both written and spoken English and Chinese, with fluency in Putonghua being an advantage;
- (g) the ability to be a good team player with excellent communication and interpersonal skills; and
- (h) the ability to work in a fast-paced and multi-cultural environment.

Shortlisted candidates will be invited to sit for a written test.

Remuneration and Conditions of Service

A highly competitive remuneration package will be offered. Initial appointment will be on a fixed-term gratuity-bearing contract. Re-engagement thereafter is subject to mutual agreement. Applicants should state their current and expected salary in the application.

Application

Please send a completed application form by post to **Human Resources Office, 13/F, Li Ka Shing Tower, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong** or via email to hrstaff@polyu.edu.hk. Application forms can be downloaded from https://www.polyu.edu.hk/hro/careers/guidelines_and_forms/forms. If a separate curriculum vitae is to be provided, please still complete the application form which will help speed up the recruitment process. **Consideration of applications will commence on 21 April 2022 until the position is filled.** The University's Personal Information Collection Statement for recruitment can be found at https://www.polyu.edu.hk/hro/careers/guidelines_and_forms/pics_for_recruitment.

7 April 2022